

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 COME-00 EB-07 /018 W

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P 100955Z FEB 75

FM AMEMBASSY VIENTIANE

TO SECSTATE WASHDC PRIORITY 2469

LIMITED OFFICIAL USE VIENTIANE 0949

E.O. 11652: N/A

TAGS: BEXP, LA

SUBJECT: THAT LUANG FAIR

REF: STATE 027762

1. HERewith COMMERCIAL/FINANCIAL DATA REQUESTED REFTel:

TOTAL COST TO USG FOR PARTICIPATION IN FAIR: \$25,444.

OF THIS USIS CONTRIBUTION IS 10,635, USAID CONTRIBUTED

\$14,809.

COST OF PAVILLION BUILDINGS PURCHASED IN 1974 AND IS
NOT INCLUDED IN ABOVE TOTAL SINCE BUILDING WILL CONTINUE
TO BE USED IN FOLLOWING YEARS.

2. MANY EXHIBITORS, INCLUDING ITT AND IBM HAVE REPORTED
NOMINAL SALES AND EXPRESSED INTEREST IN PARTICIPATING IN
THE 1975 FAIR, THOUGH DETAILS ARE NOT AVAILABLE. SHOULD BE
NOTED THAT FOR SEVERAL OF THE COMPANIES, (THERE WERE FIFTEEN
REPRESENTED AT FAIR), SUCH AS IBM, FAIR

OFFERS UNIQUE OPPORTUNITY TO ACQUAINT LOCAL MERCHANTS
AND POTENTIAL LAO CONSUMER WITH THE TECHNICAL CAPABILITIES
OF THE COMPANIES AND THEIR PRODUCTS. SINCE COMMERCE IN
VIENTIANE IS PRIMARILY OREIENTED TOWARD SMALL SHOP
SALES, THESE DO NOT HAVE THE CAPITAL TO MAINTAIN
STOCKS OF RATHER EXPENSIVE PRODUCTS SUCH AS ELECTRIC
TYPEWRITERS, REPRODUCTION MACHINES, AND CHAIN SAWS.
THIS FAIR IS ONE OF THE VERY FEW OPPORTUNITIES FOR U.S.
COMPANIES TO MAKE KNOWN THEIR PRODUCTS FOR FUTURE SALES.

IN ORDER TO CONTINUE TO PROMOTE AMERICAN PRODUCTS IN

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LAOS FOR A POTENTIALLY EXPANDING MARKET, CONTINUED U.S.

SUPPORT IS DESIRABLE.

3. DURING THE FAIR, LAO DIRECTOR OF COMMERCE, DR. PHAY
SIRISOMBATH, EXPRESSED DESIRE FOR INCREASED U.S. COMMERCIAL
REPRESENTATION AND SALES IN COMING YEARS. WE WILL DISCUSS
DR. PHAY'S VIEWS WITH THE EXHIBITORS IN HOPE OF INCREASING
SALES DURING THE 1975 RUNNING OF THE FAIR.
WHITEHOUSE

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